

CHINFO MERIT AWARDS PROGRAM GUIDANCE

CHAPTER 1 GENERAL GUIDELINES

1. Background. The annual CHINFO Merit Awards Program recognizes outstanding achievements in internal media products produced by Navy commands and individuals. The program is sponsored by the Chief of Information and administered by the Naval Media Center. First-place CHINFO Merit Award winners, with the exception of those in Navy-unique categories, will be forwarded to the Defense Information School for further competition as official Navy entries in the Department of Defense (DoD) Thomas Jefferson Awards contest.

2. Entry Dates. All entries must be received no later than 10 February 2006. Judging is 1-17 March 2006. Winners will be announced via message and on the Naval Media Center website at www.mediacen.navy.mil on or about 01 April 2006.

3. Categories. A detailed description of each category is contained in Chapter 2 for Print categories and Chapter 3 for Broadcast categories.

4. Eligibility

a. All Department of Navy (DON) active duty, reservists and civilian personnel are eligible to compete. Members of other services are not eligible to compete in any individual categories. Civilian Enterprise (CE) newspaper contractor personnel as well as civilian stringers for a Navy-Funded or CE publication may compete only in the Contribution by a Contractor/Stringer (Writer) and (Photographer) categories.

b. Department-level publications and professional or technical publications such as *Naval Aviation News*, *Surface Warfare*, *Navy Recruiter*, *Fathom*, *Approach* and *Civil Engineer* may compete only in Navy-unique category V, Internal Publication for a Specific Audience.

c. DON personnel assigned to the Office of the Secretary of Defense or its elements and *Stars and Stripes* newspapers are not eligible.

d. Navy staff members of unified command publications, with the exception of those assigned to *Stars and Stripes*, may enter the individual print categories. If the Unified Command newspaper is funded or sponsored by a Navy command, its

publication may be entered in the appropriate publication category.

e. DON personnel assigned to *All Hands* magazine may compete only in print Category O, Outstanding Flagship Writer and Category R, Department of Navy Print Journalist of the Year.

f. DON personnel assigned to *Navy/Marine Corps News* may enter broadcast Category R, Department of Navy Broadcast Journalist of the Year and not more than four additional categories.

g. All entries must have been published/aired during calendar year, 1 January 2005 through 31 December 2005.

h. In the print categories, entry tearsheets from publications such as *Navy Times*, *The Washington Post* or *Stars and Stripes* are ineligible. Entry examples may only come from official or authorized Navy publications.

i. The following media products are not eligible to enter the awards program: Civilian Enterprise base guides and directories, publications and productions funded by nonappropriated funds; educational and training films and commercially produced, contracted and mixed productions, e.g., part in-house and part commercial contract productions.

5. Entries.

a. Entries must be authorized products prepared for internal information purposes and produced, published or broadcast during the current contest year. Entries will not be returned. Entries must be received at the Naval Media Center no later than 10 February 2006. **Late or incomplete entries will be disqualified.**

b. All entries must contribute to the internal information objectives of the Navy and meet the highest standards of production, execution and professional excellence. Products should convey information that helps DON personnel succeed in their jobs and missions, or information that conveys to military people and their families the rules and survival tools needed to succeed personally in the DON.

c. No single entry may be submitted in more than one category with the following exceptions:

(1) Entries to other categories may be submitted as part of the broader requirements for entry in the DON Print and Broadcast Journalists of the Year and Command Information Campaign categories.

d. Individuals are limited to one entry per category. (For example, JO3 Mary Doe may enter, Feature Article, News Article, Photojournalism, etc., but she may only enter one submission for each of those categories.) Units may submit only one entry in each unit category. No single product may be entered in more than one category with the exception of those stated in paragraph c.

6. Judging.

a. The Naval Media Center will select a qualified team of judges for the CHINFO Merit Awards competition. Entries will be judged on professional excellence, originality, appeal to target audience and support of DoD and DON internal information themes and objectives.

b. Print Media judges will adhere to the following standards and criteria:

(1) Judges may select a first, second, third and honorable mention in each category or, if quality is less than exceptional, select only an honorable mention or make no award. In the Print Journalist of the Year and Outstanding New Writer, judges may select one overall winner and one honorable mention only.

(2) Publications will be judged on the following elements: editorial mix, quality of writing, layout/design, graphics and photos, editing and reader feedback.

(3) Individual writing entries will be judged on the following general elements: originality, clarity, accuracy, organization, grammar and spelling.

(4) Photography entries will be judged on the following general elements: originality, technical elements, composition, impact and how well the photography tells a story or supports a story or theme.

c. Broadcast judges will adhere to the following standards and criteria:

(1) Judges may select a first, second, third and honorable mention in each category or, if quality is less than exceptional, make no award. In the Broadcast Journalist of the Year category judges may select one overall winner and one honorable mention only.

(2) Judges will use five criteria to select winning entries in all categories:

(a) Internal Information/Value to Viewer - Does the information apply to the audience? Is the message important for the audience to hear?

(b) Script/Message Effectiveness - How well is it written? Is the message clear?

(c) Technical Quality - Are the video, audio, levels, lighting and editing well done?

(d) Voice/Diction/Camera Presence - How well does the announcer/newscaster interpret the script and clearly enunciate? How well do the announcers present themselves?

(e) Creativity - Is the presentation original? How effectively do the various elements work together?

(3) In addition to the criteria listed above, the judges will use the following criteria for the Command Information Campaign, Outstanding New Broadcaster and Broadcast Journalist of the Year categories:

(a) Diversity - Does the individual nominated have the ability to perform well in all aspects of broadcasting (i.e., writing, editing, announcing, producing, directing, etc.)? Does the nomination package for Command Information Campaign include a variety of products for the campaign?

8. Awards

a. There are two types of awards given in the annual CHINFO Merit Awards Program depending upon the category entered. There can be individual awards or unit awards.

(1) First Place winners in each category will receive a Letter of Commendation and a certificate of merit from CHINFO.

(2) Second, Third and Honorable Mention winners in each category will receive a Letter of Commendation from Commanding Officer, Naval Media Center and a certificate of merit from CHINFO.

b. While there is no arbitrary limit placed on the number of individuals who may be listed as contributors to a unit entry, commands should limit the submission to those who significantly contributed to the product.

9. Entry Form Specifications.

a. The Department of Defense Thomas Jefferson Awards Program Official Entry Form (Attachment 1) should be used for all CHINFO Merit Awards entries. Include a copy of the entry form with your submission (do not attach entry forms to the outside of cassettes or place them inside cassette cases.)

b. Type in the information. Spell out full names, ranks, organization and complete address where requested. Avoid acronyms. All Broadcast detachments should use NMC Broadcast Detachment for Unit/Duty Station NOT AFN.

c. All blanks on the form should be completed and typed.

d. Submit original entry forms as separate enclosures with cover letter.

e. Specific line-by-line instructions:

(1) Circle your service.

(2) Within "Medium", circle either "Print" or "Broadcast."

(3) Next to "Category", type in category letter.

(4) Next to "Category Title", type the name of the category as reflected by the letter in the previous line. For example: Category Title: Familygram, Large.

(5) Next to "Entry Title", include, as appropriate, the name of your newspaper, story, radio show, familygram, etc.

(6) Next to "Published or Aired Date", include the first date (month & year) that the product was published, broadcast or cablecast to the internal audience.

(7) Next to "location", include the name and location of the broadcast or cable station that aired the product the first time it aired for the internal audience (e.g., Naval Media Center Broadcast Detachment Sigonella). If the program aired on a military web page, provide the web address and server location.

(8) "Unit POC", is self-explanatory.

(9) Next to "Submitting Unit", complete command address including whether Commander, Commanding Officer or Officer in Charge.

(10) Next to "Contributor(s)", enter the name/names of anyone who significantly contributed to the entry. Include full rank such as Journalist 1st Class or Chief Photographer's Mate, etc. Also include whether USN or USNR.

(11) Next to "Plaque should be issued to", enter the name of the primary contributor (for individual awards) or the unit name (for unit awards.)

(12) Next to "Unit/Duty Section", enter the Unit name (all broadcast detachments should use NMC Broadcast Detachment, not AFN) and the duty section (e.g., NMC Broadcast Detachment Misawa/Radio News).

f. Ensure copies of completed entry forms are attached to all entries, including publication categories. Original entry forms should be stapled to the submission cover letter (Attachment 2).

g. Before signing, supervisors must review all entries & entry forms to ensure entries meets competition standards and entry forms are complete and accurate.

10. Cover Letter.

a. All entries may be submitted under one cover letter. List as many enclosures as required. See Attachment 2 for a sample cover letter.

b. Cover letter must be dated, serialized and signed by the commanding officer, public affairs officer, officer in charge or an individual with "by direction" authority. Enclose a Certificate of Authenticity for individual print category entries without by-lines. This certificate is a dated memo signed by the public affairs officer or officer in charge which states that the submission is the entrant's work.

11. Points of Contact.

a. Print Media. Contact LT Bill Couch, Naval Media Center, DSN 288-4381, commercial (202) 433-4381, or email couch@mediacen.navy.mil or ANND_NMC_CHINFOAwards@navy.mil with questions concerning print categories.

b. Broadcast Media. Contact Ms. Jennifer Braden, Naval Media Center, DSN 288-3485, commercial (202) 433-3485, or e-mail braden@mediacen.navy.mil or ANND_NMC_CHINFOAwards@navy.mil with questions concerning broadcast categories.

12. Mailing Procedures

a. Mail print and broadcast entries to:

CHINFO Merit Awards Program
Naval Media Center
Attn: Jennifer Braden (Broadcast) LT Bill Couch (Print)
2713 Mitscher Road SW
Anacostia Annex DC 20373-5819

b. Commands, units and individuals are encouraged to use a carrier such as Federal Express, Airborne Express or United Parcel Service to ensure prompt and traceable delivery. Particular attention should be directed toward the packaging of all entries prior to shipping or mailing. Each year, entries are disqualified because enclosures were forgotten or left out of the package. Overseas commands should allow time for mail to reach Washington, D.C. Entries must reach Naval Media Center by 10 February 2006. **Entries received after the deadline will be disqualified.**

CHAPTER 2
PRINT CATEGORIES AND ENTRY
SPECIFICATIONS

1. Publication Categories.

a. Metro Format Newspaper, Category A. Funded or Civilian Enterprise (CE) newspaper.

b. Tabloid Format Newspaper, Category B. Funded or Civilian Enterprise (CE) newspaper.

c. Magazine Format Publication, Category C. This category applies to a Funded or Civilian Enterprise (CE) publication bound in a magazine format generally characterized as 8-1/2 X 11 inches in size and saddle-stitched (two staples in the spine). A command may elect to enter its familygram in this category provided the mandatory issue and issue of choice requirements can be met. If the familygram is entered in Category C, it may not be entered in a familygram category. This category excludes departmental magazines such as *Naval Aviation News*, *Surface Warfare*, *All Hands*, *Civil Engineer*, etc.

d. Newsletter Format Publication, Category D. This category applies to a Funded or Civilian Enterprise (CE) publication bound with a staple in the upper left-hand corner and generally characterized as 8-1/2 X 11 inches in size. A command may elect to enter its familygram in this category provided the mandatory issue and issue of choice requirements can be met. If the familygram is entered in Category D, it may not be entered in a familygram category.

e. Specifications for Categories A, B, C & D.

(1) Submit two issues published during calendar year 2005. One issue one must be the DINFOS-announced (see <http://events.dinfos.osd.mil/tjweb/main.htm?051103> for the announcement) issue; or, if no issue was published on that date, submit the issue published immediately prior to date. If the publication frequency is monthly, submit that month's issue. The choice of the second issue to be submitted is left to the newspaper staff.

(2) Entries must be submitted electronically as PDFs. (Whether submitted via e-mail or CD, entry form and certification letter, if applicable, must be mailed to the Naval Media Center.)

(3) Submit original entry form as a separate enclosure with cover letter.

(4) Type of award: Submit as a unit entry.

(5) Differences in products due to non-editorial considerations, such as full color printing, advertisements, coated stock, etc., will not be considered during judging.

(6) Winners will be contacted via email shortly after Categories A, B, C and D have been judged. At that time, each winner will be required to forward four copies of each edition (8 copies total) to Naval Media Center.

2. Individual Writing Categories.

a. There are four categories.

(1) News Article, Category E. A straight/hard news story about a newsworthy event that took place within the publication cycle of the issue of the newspaper in which it appeared.

(2) Feature Article, Category F.

(3) Commentary, Category G. Regularly published columns, general commentary, observations and other opinion-type print products.

(4) Sports Article, Category H.

b. Specifications for Categories E, F, G and H.

(1) News article entries may be straight news or features, but must contain sufficient news elements to be competitive.

(2) Entries in these categories must be the work of an individual. Article must be by-lined, or include a certificate of authenticity from the public affairs officer or officer in charge.

(3) News and sports features are not eligible for Category F.

(4) Sports article entries may include straight news sports stories or sports features, but features must contain sufficient news elements to be competitive.

(5) Entries must be submitted electronically as PDFs. (Whether submitted via e-mail or CD, entry form and certification letter, if applicable, must be mailed to the Naval Media Center.

3. Series, Category I. An entry must include two or more feature articles dealing with a common theme. The articles must be clearly identified in the original publication as parts of a defined series of articles, which appeared sequentially in two or more editions of the publication. An entry should follow the same specifications as provided for categories E, F, G and H, except that it may be submitted as a unit award where more than one individual has contributed to the series.

4. Individual Photography Categories.

a. There are two categories:

(1) Stand-Alone Photograph, Category J. An entry must be a published, stand-alone photo with cutline.

(2) Photojournalism, Category K. An entry must contain two or more photographs with cutlines and story by the same individual.

b. Specifications for Categories J and K.

(1) Photos may not be submitted in more than one category.

(2) Article must be by-lined, or include a certificate of authenticity from the responsible public affairs officer or officer in charge.

(3) Electronic versions of the entries must be submitted. Photographs should be on disk or CD in .jpg format or as .pdf files of the page on which they were published.

5. Contribution by a Contractor/Stringer (Writer), Category L. This award recognizes a single outstanding contribution in writing (as defined in categories E through I) that has been prepared by an individual contract writer or stringer for a military publication. Journalists (JOs), Photographer's Mates (PHs) and Department of Navy civilian employees serving in job series Writer/Editor may not enter this category.

6. Contribution by a Newspaper Contractor/Stringer (Photographer), Category M. This award recognizes a single outstanding contribution in the photography categories (as defined in categories J and K) that has been prepared by an individual contract writer or stringer for a Navy newspaper. Photographer's Mates (PHs), Journalists (JOs) and Department of Navy civilian employees serving in job series Photographer may not enter this category.

7. Specifications for categories L and M.

a. Entries must be by-lined, or include a certificate of authenticity signed by the public affairs officer or officer in charge.

b. Type of award: Submit as an individual entry.

c. Entries must be submitted electronically as PDFs. (Whether submitted via e-mail or CD, entry form and certification letter, if applicable, must be mailed to the Naval Media Center.)

8. Outstanding Flagship Publication, Category N. This award recognizes the overall excellence of the flagship publications from the service branches at the DoD Thomas Jefferson Awards. It applies to *All Hands* magazine only. Use of commercial or contract facilities to produce the magazine is allowed as long as the military organization is responsible for 100% of the content and structure. Submit two editions; one must be the DINFOS-announced (see <http://events.dinfos.osd.mil/tjweb/main.htm?051103> for the announcement) edition. The magazine staff should choose the second edition.

9. Outstanding Flagship Writer, Category O. This award recognizes the outstanding writer from *All Hands* magazine. Entries must include three different stories, which were published in *All Hands* magazine during calendar year 2005. Specifications should follow those required in categories E, F, G and H.

10. Web-based Publication, Category P. A publication on the internet or intranet, usually ".mil", that graphically presents news and information targeted at an internal audience. Content and design must be produced primarily by DON public affairs personnel. Publications to be judged must conform to DoD and DON internal information, security review, web instructions and regulations.

a. Specifications for Category P.

(1) The publication will be judged as it exists and operates on the date the judging takes place.

(2) The publication must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (e.g. daily, weekly).

(3) Units must provide the publication URL and any login information necessary.

(4) Type of award: Submit as a unit entry.

11. Outstanding New Writer, Category Q. This award recognizes individuals with little journalism experience whose work shows great talent and promise. The category is open only to active duty enlisted personnel who have one year or less experience in the journalism career field as of 31 Dec 2005. Specifications are the same as for Category R below.

12. Department of Navy Print Journalist of the Year, Category R. This award recognizes the individual who best exemplifies the highest standards of military print journalism through writings in a spectrum of categories of internal information.

a. Specifications for Categories Q and R.

(1) Submit five examples electronically as PDFs. (Whether submitted via e-mail or CD, entry form and certification letter, if applicable, must be mailed to the Naval Media Center.)

(2) The entry must include at least one story in three of the four writing categories (E, F, G, H and I). For example, two sports stories, two feature articles and one commentary. Clearly label the article on the entry form, i.e., "Protector of the Trees"- Feature Article, "Softball Season"-Sports Article, etc. Delete photos and artwork.

(3) Must be by-lined or include a certificate of authenticity from the supervising public affairs officer or editorial authority.

(4) Include a Letter of Nomination from the commanding officer, officer in charge or public affairs officer. Include a one-page biographical sketch and digital photograph of the individual in uniform.

(5) Type of award: Submit as an individual entry.

13. Navy-unique Categories. These categories are not eligible for the annual DoD Thomas Jefferson Awards program.

a. Art/Graphics in Support of a Publication, Category S. An entry may be computer-generated or produced through traditional means, to include drawing, painting or airbrushed art that supports a story or a theme (includes cartoon art). The supported story must be submitted, but will not be judged. Category specific guidelines are as follows:

(1) Submit one example from an original publication electronically as a PDF. (Whether submitted via e-mail or CD, entry form and certification letter, if applicable, must be mailed to the Naval Media Center.).

(2) Entries from non-public affairs personnel may be entered in this category.

(3) Type of award: Submit as an individual entry.

b. Familygram, Categories T1 and T2. There are two categories, Category T1 (small commands-fewer than 500 persons) and Category T2 (large commands-more than 500 persons). Category specific guidelines are as follows:

(1) Familygrams must be from units that were deployed at the time of publication (ships, squadrons, detachments, battalions). The familygram is a means of keeping the family at the homeport informed of unit activities.

(2) A command may enter its familygram in Categories C or D provided the mandatory issue and issue of choice requirements can be met. If a command elects to enter the familygram category, it may not enter the familygram in Categories C or D.

(3) Enter one familygram distributed during deployment in calendar year 2005.

(4) Entries must be submitted electronically as PDFs. (Whether submitted via e-mail or CD, entry form and certification letter, if applicable, must be mailed to the Naval Media Center.)

(5) Type of award: Submit as a unit entry.

c. Cruisebook, Categories U1 and U2. There are two categories, Category U1 (small commands-fewer than 500 persons) and Category U2 (large commands-more than 500 persons). Category specific guidelines are as follows:

(1) Submit one copy of the unit's cruisebook. If a cruisebook was prepared during the previous fiscal year, it will be eligible if distributed during the award year.

(2) Indicate date of cruisebook distribution in the cover letter.

(3) Submit original entry form as a separate enclosure with cover letter.

(4) Type of award: Submit as a unit entry.

d. Internal Publication for a Specific Audience (Magazine Format), Category V. This is a print media award for

professional and technical publications such as *Naval Aviation News*, *Surface Warfare*, *Navy Recruiter*, *Fathom*, and *Civil Engineer*. Category specific guidelines are as follows:

(1) Submit one issue published during calendar year 2005.

(2) Submit original entry form as a separate enclosure with cover letter.

(3) Type of award: Submit as a unit entry.

(4) Commercial facilities and/or civilian contract employees may be used in the production; however, actual creative control must be solely that of the producing Navy activity. If the unit submits an entry that involved commercial and/or civilian contract assistance, a memorandum from proper editorial authority certifying that creative control resided with the submitting unit must be included with the submission. **Failure to certify will result in disqualification of the entry.**

CHAPTER 3
BROADCAST CATEGORIES AND ENTRY
SPECIFICATIONS

1. Radio Categories & Specifications.

a. Radio Entertainment Program, Category A. On a single media, enter one example of a regularly scheduled program. Entry must be telescoped to the disc jockey's voice and only those elements that are unique to the program (air-check), eliminating pre-produced spots and non-local elements. Maximum run time is 15 minutes.

b. Radio Spot Production, Category B. On a single media, enter one spot not to exceed 60 seconds.

c. Radio News Report, Category C. On a single media, enter one example of a news feature. Stories must be event/mission oriented, which would normally be at or near the top of the newscast. Do not include the anchor's lead-in or tag. Typed lead-ins/tags for submitted stories must be typed on the back of the entry form or on a separate sheet of paper. If the lead-in/tag is typed on a separate sheet, include the category, title and name of the contributor.

d. Radio Feature Report, Category D. Story must be less than five minutes in length. Story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet. Do not include the anchor's lead-in/tag on the media with the story

e. Radio Sports Report, Category E. Story is related to any sporting event with a military tie. Story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet. Do not include the anchor's lead-in/tag on the media with the story.

f. Radio Newscast, Category F. On a single media, enter one example of a newscast. Telescope any non-news elements within the newscast that is not provided by a military source.

g. Radio Information Program, Category G. On a single media enter one example of an information program, like Commander's/Captain's call and magazine programs. Entries must be limited to 15 minutes and representative of the program in its entirety. For example, the entry should include a continuous element from the host, main speaker and callers. A year-end magazine program should be telescoped to include the open, anchor

lead/tags, and close. Telescope any product within the program that is not provided by a military source.

2. TV Categories & Specifications.

a. TV Information Program, Category H. On a single media, enter one example, limited to 15 minutes, and representative of the program in its entirety. For example, a Commander's/Captain's Call program should be telescoped to include the open, anchor lead/tags and close. Documentary and feature pieces must be limited to 30 minutes.

b. TV Spot Production, Category I. On a single media, enter one spot not to exceed 60 seconds.

c. TV News Report, Category J. On a single media, enter one example of either a news story, event/mission oriented, which would normally be placed at or near the top of the newscast. Do not include the anchor's studio lead in/tag on the tape. Typed lead-ins/tags for submitted stories must be typed on the back of the entry form or on a separate sheet of paper. If typed on a separate sheet, include the category, title and name of the primary contributor. If font information for the story is not on the entry, then it must be included with the entry on the lead-in/tag sheet.

d. TV Feature Report, Category K. On a single media, enter one feature story not longer than five minutes in length. Do not include the anchor's studio lead-in/tag to the story on the tape. Typed lead-ins/tags for submitted stories must be typed on the back of the entry form or on a separate sheet of paper. If typed on a separate sheet, include the category, title and name of the primary contributor. If font information for the story is not on the entry, then it must be included with the entry on the lead-in/tag sheet.

e. Television Sports Report, Category L. On a single media, enter one story that is related to any sporting event with a military tie-in. Do not include the anchor's studio story lead-in/tag on the tape. Story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper. If typed on a separate sheet, write the category, title, and name of the contributor on the sheet. If story font information is not on the entry, include it on the lead-in/tag sheet.

f. Local TV Newscast, Category M. On a single media, enter one newscast. It must be targeted toward a local audience. Telescope any product within the newscast that is not provided by a military source.

g. Regional TV Newscast, Category N. On a single media, enter one regional newscast. Telescope any product within the newscast that is not provided by a military source.

h. Television Newsbreak, Category O. On a single media, enter one television newsbreak; that is, the entry is a standalone programming element between 60 and 120 seconds. Telescope out all product not provided by a military source

i. Command Information Campaign, Category P. Entries should consist of a maximum of 10 minutes of products in support of a specific local/regional command information campaign. Full service locations must send both radio and television products; radio-only locations send radio products. Category specific guidelines are as follows:

(1) Include a two-page documentation package comprised of a background paper, broadcast products and air history sheet (See Attachment 3). The background paper should:

(a) Identify the individual or organization requesting the campaign.

(b) Identify the campaign's internal information objectives.

(c) Identify the target audience.

(d) Summarize actions taken to meet campaign objectives.

(e) Summarize the campaign results. Include information on other campaign efforts if they were run in cooperation or coordination with the station's campaign, such as the base PAO or any other organization's publicity efforts.

(2) Campaign start date and end date if applicable must be included in the run sheet.

(3) The Broadcast Products and Air History Sheet must include both the broadcast elements produced (spots, news stories, readers, interviews, special programs, etc.) and a brief air history summary. It may continue onto a second page if necessary.

(4) Most of the Command Information Campaign must have taken place during calendar year 2005. For example, if most of a safety holiday campaign takes place in December 2005 and continues into January 2006, it would fall into the 2005 awards.

(5) Each entry media must include a runsheet indicating title, length and type of product such as spot, news, promo, etc., for each entry on the entrant's entry media. Do not attach the run sheet to the entry media, it should be enclosed with the entry form.

j. Department of the Navy Outstanding New Broadcaster, Category Q. This award recognizes Sailors working in broadcasting for less than two years. Judging specifications will be the same as for category R.

k. Department of Navy Broadcast Journalist of the Year, Category R. This award recognizes the individual whose products represent the highest standards of military broadcast journalism while communicating command information to the internal audience. Specific guidelines for categories Q and R are as follows:

(1) Entrants may submit radio and television products that have been produced and aired during calendar year 2005. The broadcast date is the first day the product aired for an internal audience. All detachment members are eligible to compete. Detachments may nominate one individual.

(2) Total time will not exceed 15 minutes.

(3) Include a Letter of Nomination from your commanding officer, public affairs officer or officer in charge. Include a one-page biographical sketch and digital photograph of the individual in uniform.

(4) Entry should include assorted products reflecting writing, directorial and production skills. Any final script used in developing the entry products must be included.

(5) Each entry must include a run sheet indicating the nominee's name and contribution to the segment (e.g., writer, producer, reporter, etc.), run time, first airdate and location aired. **Do not attach** the run sheet to the entry media, it should be enclosed with the entry form. Audio and video entries should be submitted on a single media.

l. Outstanding Flagship Television Program, Category S. This award recognizes the overall excellence of the flagship television programs from the service branches at the Department of Defense Thomas Jefferson Awards. It applies to *Navy/Marine Corps News* only. Use of commercial or contract facilities to produce the programs is allowed as long as the military organization is responsible for 100% of the content and structure.

(1) Submit two programs. One must be the first program aired on the date announced by DINFOS (see <http://events.dinfos.osd.mil/tjweb/main.htm?051103> for the announcement) with the second program chosen by the production crew.

3. Navy-unique Categories. These categories are not eligible for the annual DoD Thomas Jefferson Awards program.

a. SITE TV Newscast, Category T. On a single media, enter one entire newscast aired during calendar year 2005.

b. SITE TV Spot Production, Category U. On a single media, enter one spot (up to 60 seconds) aired during calendar year 2005.

c. SITE TV Report, Category V. On a single media, enter one TV report (news/feature or sports) up to five minutes in length that aired during the calendar year 2005. Do not include the anchor's studio story lead-in/tag. Story Lead-in/tag must be typed on the back of the entry form or on a separate sheet of paper. If typed on a separate sheet, include category, title and name of contributor. If story fond information is not on the entry, include it with the lead-in/tag.

d. SITE Open, Category W. On a single media, enter one SITE production (other than a spot, TV report or newscast) limited to 60 minutes and aired during calendar year 2005.

4. Broadcast Entry Packaging.

a. With the exception of category P, Q and R entries, submit each entry on separate media.

b. All entries must be clearly identified with a label on both the entry outer case and on the media. Each media must also include an audio slug (radio) or video slate (TV). The following information must be included on the labels and slugs/slates:

- (1) Entry Category
- (2) Entry Title
- (3) Run Time
- (4) Submitting Organization
- (5) Primary Contributor

c. All category P, Q and R entry products should be included on one medium. Include an initial slug/slate only. Do not slug/slate between products on the media.

d. Music segments must be telescoped to 10 seconds or less.

e. Non-AFRTS production facilities that use commercial music must conform to U.S. copyright laws. This includes written approval from the artist, music license agency, musicians' union, recording company and synchronization rights. News releases or features are exempt under the provisions of the Fair Use Doctrine.

f. Two copies of the entry form must accompany each entry.

g. Audio unique entry guidelines.

(1) Audio entries (except categories P, Q and R) can be on an audiocassette or as a digital file on a compact disk. Mini-disc will not be accepted.

(2) Compact discs may be created which either conform to the "Red Book" standard, or contain digital media files for software playback. Digital media files should be either .wav (44,100 stereo/22050 mono, 16 bit, Windows PCM) or MP3 (not less than approximately 128 bps).

(3) Each cassette or disc must have, in the following order:

(a) Audio slug.

(b) 2 seconds of silence.

(c) The entry.

(4) Audio labels need only include the title, organization and run time need to be included.

NOTE: For categories P, Q and R, ensure there are three seconds of silence between each product example on the tape, do not include any further slugs between examples.

h. Video unique entry guidelines.

(1) Each tape must have, in the following order:

(a) A video slate lasting 10 seconds. (Stations without a character generator or non-linear editing system may

use video of a piece of paper with the information printed or written legibly on it.)

(b) Five seconds of black.

(c) The entry.

(2) There must be three seconds of silence between video product for categories P, Q and R. Do not include any further slate between entries for these categories.

(3) Television New Report, Television Feature Report and Television Sports report (categories J, K & L) entries should be "as aired" copies that include the downstream fonts and graphics when possible. Do not include the on-camera studio talent lead with story submission. Typed lead-ins/tags must be on the back of the entry form or on a separate sheet of paper.

(4) All tape submissions should be placed in a "protect" mode to prevent accidental erasure.

(5) Video entries must be sent on Beta SP, DVCPro or MiniDV (Hi8 & VHS entries will only be accepted for Navy Unique categories). **Entries must have mixed audio tracks.**

DEPARTMENT OF DEFENSE
THOMAS JEFFERSON AWARDS PROGRAM
Official Entry Form
(PLEASE TYPE ALL INFORMATION)

SERVICE SUBMITTING ENTRY: (Circle One) USA USN USAF USMC USCG
MEDIUM: (Circle One) PRINT BROADCAST
TYPE OF AWARD: (Circle One) UNIT INDIVIDUAL
CATEGORY: _____

CATEGORY TITLE: _____

ENTRY TITLE: _____

AIR DATE: _____ LOCATION _____

UNIT POC: Rank, Name, Branch of Service, Position Title (Public Affairs Officer, Editor, Station Manager), Email Address, Phone number.

SUBMITTING UNIT: Unit Name and complete Mailing Address, DSN & Commercial Phone #s and Fax #s

____ Provide the following information as it should appear on the plaque or award certificate. All individuals must be identified by Rank, Name, and Branch of Service. Additionally, provide gender of contributor (data is needed for preparation of winners' letters of commendation).

CONTRIBUTORS:	M/F
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

PLAQUE SHOULD BE ISSUED TO:

UNIT/DUTY SECTION:

Supervisor's Signature

Attachment 1

SAMPLE COVER LETTER

Department of the Navy
ATTACK SQUADRON 00
NAVAL AIR STATION NAVYTOWN
NAVYTOWN USA 01010-1234

5305
Serial 111/
Date

From: Commanding Officer, Attack Squadron 00
To: Commanding Officer, Naval Media Center

Subj: CY 2003 CHINFO MERIT AWARDS

Ref: (a) OPNAVNOTE 5305

Encl: (1) Entry form and entry package for Print Category A
(2) Entry form and entry package for Print Category F
(3) Certificate of Authenticity for Print Category F

1. Per reference (a), enclosures (1) through (3) are submitted.
Point of contact is JO2 I. M. Saylor, COMM (555) 555-5555 or DSN
555-5555. Email address: Saylor@underway.navy.mil

2. The address of next senior command is:

Commander, High Seas East Atlantic
Naval Station
Norfolk, VA 10101-1100

J. P. JONES

Attachment 2

BACKGROUND PAPER
Category L: COMMAND INFORMATION CAMPAIGN
(Name of Command Information Campaign)
(Submitting Unit)

CAMPAIGN REQUESTER: (Who requested service?)

EXAMPLE:

Commander, Naval Reserve Force, New Orleans, LA

CAMPAIGN OBJECTIVE: (What did the customer hope to accomplish?
Include any pertinent initial benchmark statistics.)

EXAMPLE:

Objective 1: Reduce numbers of phone calls from community on construction products. (Current 50 calls/day.)

Objective 2: Reduce complaints on outdated facilities scheduled for construction. (Current 20 calls/day.)

Objective 3: Prevent injuries in the construction areas.

TARGET AUDIENCE: (Whom did customer wish to reach? List primary and Secondary audiences, if appropriate.)

EXAMPLE:

Objectives 1 & 2: Child Care Center - Military member and/or spouse with children; Barracks Reconstruction - Enlisted members living in or on waiting list for quarters.

Objective 3: Primary: Children and adults living/working in/around construction areas. Secondary: All community members.

SUMMARY OF ACTIONS TAKEN: (Brief chronology of campaign from initial request to end of campaign - if campaign is finished. Include coordination with other organizations in supporting the campaign, such as the local Public Affairs representative. NOTE: On-going campaigns must have started during 2003.)

CAMPAIGN RESULTS: (Summary of goals achieved and how successful the campaign was. Include any changes to initial benchmark statistics pertaining to each objective, survey results or customer feedback.)

BROADCAST PRODUCTS & AIR HISTORY
for
(Name of Command Information Campaign)

(Identify all broadcast products used in support of a campaign and its air history summary.)

EXAMPLE:

3 - 30 second radio spots	3/day - week 1
3 - 30 second radio spots	3/day - week 2
3 - 30 second radio spots	3/day - weeks 1-3
6 - TV news stories	2/week
3 - 1-hour live radio phone-in shows etc.	1/week